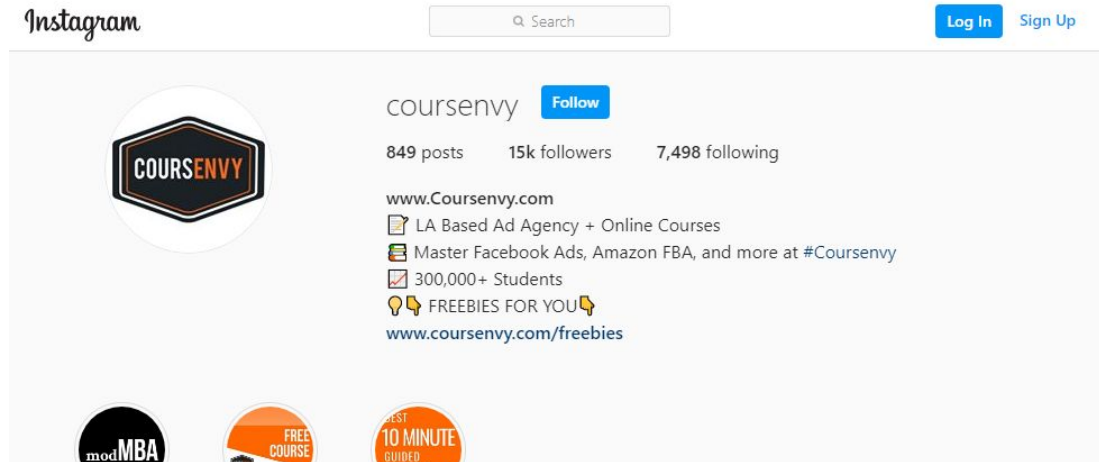


# Instagram Profile

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One key element of having a strong presence on Instagram is creating a well-optimized [Instagram profile](#). You might think that most people don't spend much time on your profile, and you're right. However, there is one time that nearly every follower is on your profile: right before they decide to click "Follow." Spending time optimizing your profile will help you create an account that easily converts Instagram users into followers.



# Instagram Profile Picture

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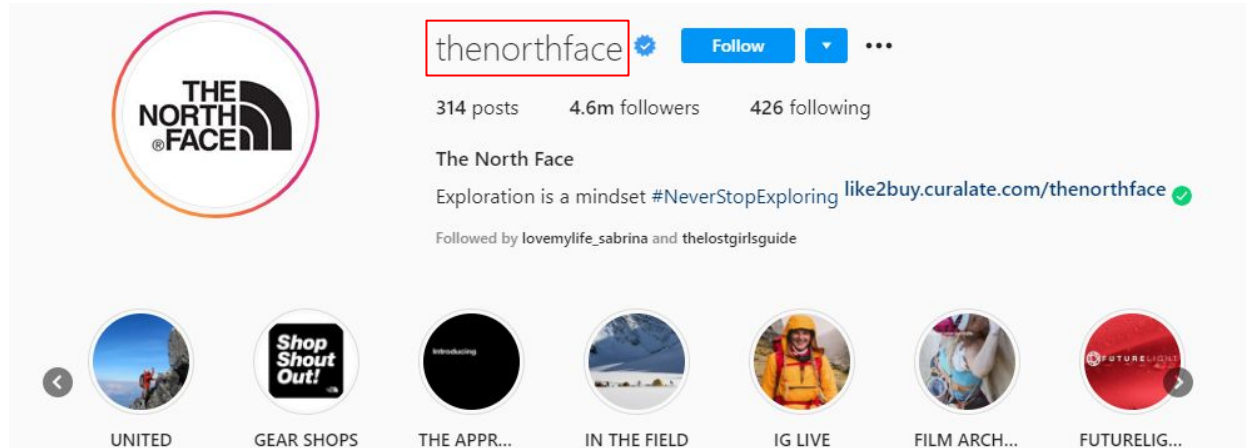


First you want to use a good profile picture. After all, this is one of the first impressions your potential followers have of your brand. Photos of people often resonate better with Instagram users. You're more likely to convert people to followers if you show yourself or someone on your team, rather than a logo. Obviously there are exceptions, and if you need to use your logo, that's fine too.

When choosing a photo of a person, make sure they have a clean, plain background behind them in order to keep the attention drawn toward them. Alos, use a close-up. Your profile photo is kept in a very small circle on Instagram. You want users to be able to recognize you without too much squinting.

# Instagram Username

Your username is also an important part of creating a good Instagram profile. Because this is what your followers and other Instagram users will see most often, you want to choose something they'll remember. Often your name or your brand's name is the best option, if it's available. Avoid using numbers, underscores or dashes in your username if possible, and instead add words like "the" to create a unique username if yours is taken.



# Instagram Bio

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Once you have your profile picture and username set, it's time to focus on your bio. Your Instagram bio is really your chance to capture people's attention and show them why they should follow you. Your bio description should fit the vibe of your brand. If your brand is humorous, try making your bio funny. If you're more serious, leave out the jokes. You have limited space, but explain who you serve, what you do and who you are in your bio. This way people will know if they're in the right place. You can also add a business category to make your profile more searchable. It will help your potential followers understand more of what you do.

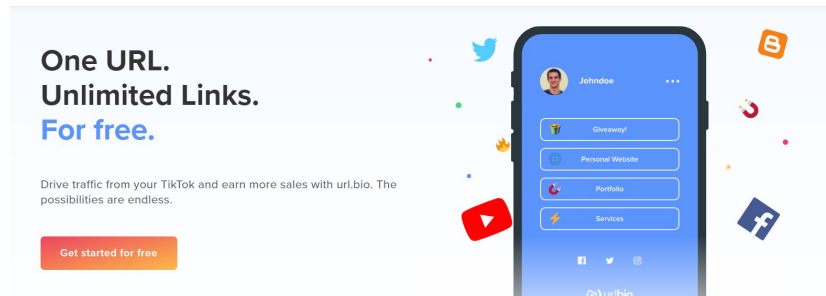
# Instagram Bio

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Every business Instagram profile should have a link in their bio. This is your chance to share resources, products, contact information and more with your audience. Having a link in your bio is pretty much the only way you can have a live, clickable link on Instagram, so make sure you use this precious real estate.

It's important to note that you can only have one link in your bio, so to make the most of this, use a link in bio tool, like [url.bio](#). With a tool like this, you can add links to multiple pages from one main link. You can show off your latest blog posts, link to your affiliate products or the course you're currently promoting, add your other social media platforms and more.

Another benefit to using a link in bio tool is that it makes your life a little easier. Chances are you'll want to talk about and promote something you're linking to in one of your feed posts. No matter what it is, you want to be able to say "head to the link in my bio" somewhere in your caption. With a tool like this, you can link to many things at once.

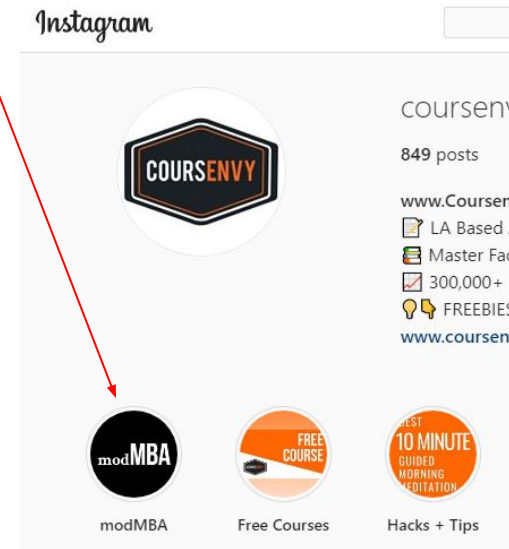


# Instagram Bio Highlights

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Another important thing to have in your Instagram profile is [Highlights](#). Your highlights provide your followers (and your potential followers) with an easy-to-see snapshot of your brand, who you are and what you do, as well as some of your best Instagram Stories. Any time you deliver an excellent training or give good examples of how people are using your product in your Stories, save it to a Highlight. Organize your Highlights so people can easily find what they want to see, and then save all pertinent information there.

You can create a clean look by creating Highlight covers, or you can go for the spontaneous, real look by using previews of your Highlights as the cover. Neither way is wrong, you'll just want to choose what's best for your brand and your audience.



# Instagram CTA Buttons

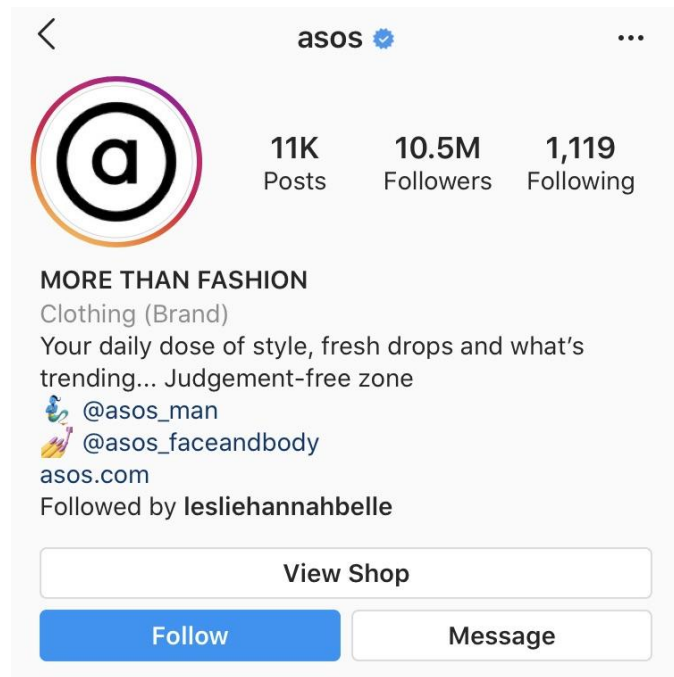
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Every good profile should have a call-to-action beyond “follow me.” While getting more Instagram followers is great, you also want to be able to convert those followers to customers or clients. So, get them in the habit of taking action when you ask. You can ask them to click the link in your bio to access your free guide or challenge, or you can use Instagram's CTA buttons to easily add additional CTAs.

These buttons include “Contact,” “Text,” “Message,” and “Make a Reservation.” You don't want to have to use your limited characters in your bio to include your contact information. Instead, you can use these buttons to give your followers an easy way to use one click to contact you or make a reservation (if you're a restaurant).

# Create an Epic Instagram Profile

[Creating an epic Instagram profile](#) is an important part of fully optimizing your presence on the channel so you know you're making the most of it. With a good profile, you're more likely to convert visitors into followers, and then your consistent content will turn followers into customers.





# Instagram Post Captions

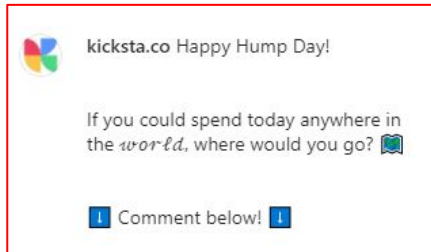
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One of the most important parts of having a strong presence on Instagram is having [good captions](#). After all, every one of your feed posts needs a caption, and many IGTV videos or Reels could use a short one, as well. There are a few things you should have in every caption to ensure that your audience reads it and takes action.

You want to hook your readers in with something important, shocking, or a call directly to them. Chances are your caption will be longer than two lines, so you want to encourage them to click “read more.” Then you want to give them a Call to Action. This can be to like your post, leave a comment, or head to the link in your bio to do something. No matter what it is, make sure you give every caption a CTA. This helps your audience know that you’re going to ask them to do something.

# Instagram Post Captions

If you're ready to make your captions stand out, you can also use interesting fonts. You can't change the font within Instagram itself, but there are many tools like IGFonts.io that allow you to type, copy and paste your caption to create an interesting, unique look. If you decide to use different fonts, though, you want to make sure they're easy-to-read and that you don't go overboard, like:



# BEST PRACTICES: Instagram Post Captions

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Spacing is another way you can differentiate your caption. You can add spaces in between lines, add emojis in your spaces and otherwise just make some changes so it's not just a big block of text. If you want to add spaces between lines within Instagram, there are a couple of things to watch.

- Make sure you don't have extra spaces after your first line. If your first line ends with a period, don't add a space after it. Immediately after the period, hit the enter button. When there are extra spaces, sometimes the line spacing doesn't work correctly.
- Adding an emoji or a period in the "open" lines can help you keep your spacing consistent, and it adds a different look to your caption. It's something to consider and test with your audience to see how they like it.

Creating a [high-quality Instagram caption](#) can take time, energy and practice. It's worth it, though, because your captions are designed to talk directly to your audience and often encourage them to take action. Captions are a crucial part of your Instagram strategy, so don't forget about them.

